THE BOSTON SOCIETY OF ARCHITECTS

AT HOWARD JOHNSON'S 57 MOTOR HOTEL 200 STUART ST., BOSTON

TUESDAY AND WEDNESDAY

APRIL 3, 4

WILL PROUDLY PRESENT:

HOUSING '79

HOUSING '79, sponsored by the Boston Society of Architects for the benefit of all their New England colleagues and of other members of the construction industry, will be held at Howard Johnson's 57 Motor Hotel on April 3-4, 1979.

We have chosen an extremely broad spectrum of topics for our seminars and have been fortunate in enlisting panelists of the highest order to address them. We urge you all to study the program now and to set aside those two days to attend as much of our program as possible.

Once again, there will be NO ADMISSION OR REGISTRATION CHARGE TO HOUSING '79 or to any of its component seminars. You should take full advantage of this opportunity by making arrangements to be there with your fellow professionals, and by inviting your clients to share in the program's highlights. The product exhibit held in conjunction with the conference promises to be the very best yet, and several new products should prove of special interest.

Our format combines two full days of seminars with a number of special daytime and evening events which include: the Grand Opening with Governor Edward J. King, the 1978 American Institute of Steel Construction Awards Luncheon, the Tuesday evening Beer Bash and discussion of Trends in Housing, the BSA Awards Dinner featuring the presentation of the 1979 BSA Scholarship Award, the 1979 Rotch Award, the 1979 Boston Export Awards, and the 1978 Harleston Parker Medal.

The seminar program throughout the two-day conference will certainly prove to be the best yet in the history of our annual conference and exhibit. We have been fortunate in securing the participation of a number of distinguished architects, designers, government officials and other experts in the housing field, as well as manufacturers with new products and ideas to offer and explain. Topics will range from the practical to the philosophical for a balanced program of sustained interest.

TUESDAY, APRIL 3

Governor Edward J. King

GRAND OPENING

9:00 AM — 10:00 AM

Come and join our new Governor, Edward J. King, for complimentary continental breakfast and the official inauguration of the 1979 Boston Society of Architects Regional Conference and Product Exhibit: HOUSING '79. Following breakfast, the Governor will address the Society and our guests on the topic of his administration and his goals for Massachusetts development over the coming years. His remarks should prove of the greatest interest to us all.

OPERATION BREAKTHROUGH / A RETROSPECTIVE

10:30 AM — 11:45 AM

A decade ago, considerable funds were expended to nationally demonstrate the feasibility of mass production and prefabrication in the production of housing units. This recurring dream, Bucky Fuller's vision of dymaxion efficiency, has stubbornly evaded us and eluded our most diligent and imaginative efforts. Where do we stand in 1979? Why is the phrase "industrialized housing" no longer an important part of our professional vocabulary? What can we expect in the near future?

Boston Architect Carl Koch, whose pioneering work in industrialized housing design was prophetic of current waterfront development, will chair a panel of fellow Breakthrough veterans.

Panelists:

CARL KOCH FAIA, Principal of his own architectural firm.

JORDAN GARY MERTZ, Associate Professor, School of Architecture, University of Tennessee.
HARRY G. FODEN, Senior Consultant Corporate Staff, Arthur D. Little Inc.
THOMAS J. DILLON, President, Executive Properties Inc. and Dillon International.

1978 AMERICAN INSTITUTE OF STEEL CONSTRUCTION AWARDS LUNCHEON

11:45 AM — 1:30 PM

The structural steel fabricators of New England will sponsor a luncheon, featuring the presentation of the New England area AISC Awards for 1978. The recipients are: Hugh Stubbins & Associates for the design of Citicorp Center in New York, Charles Hilgenhurst & Associates for the design of the East Cambridge Savings Bank Headquarters in Cambridge, Benjamin Thompson & Associates for the design of the Fanueil Hall Marketplace and Flower Market in Boston, and Herbert Newman Associates for the design of the Milford Jai Alai in New Haven, Connecticut.

BSA members are cordially invited to attend the Awards Luncheon. Reservations can be made by calling the Chapter Office and should be made no later than Friday, March 30, 1979. You should make your reservations as early as possible because space is limited.

TOWARDS MORE ENERGY EFFICIENT HOUSING

2:00 PM — 3:30 PM

This seminar will discuss the question of upgrading existing housing, as well as current efforts to maximize the energy efficiency of what we are now building. Don Gillespie AIA will chair this seminar and has invited a number of first-rate fellow-professionals with special expertise to join him. Their presentations should encompass everything from energy audits and insulation theory to the proper use of currently available materials.

This is certainly a timely seminar now that we are again faced with an energy crunch. What can be done to make our built environment more self-sufficient?? Are there minor building details that make a major impact on the energy use of a building? What is the impact of the Energy Code, Article 22 of the Massachusetts Energy Code? What can be done to use building components to their full advantage? Many of your questions will be answered in this seminar, come early to this one, it will certainly be among the best attended.

HOUSING FOR TOMORROW

4:00 PM — 5:30 PM

Is America truly on the verge of dramatic change in housing patterns? What trends are discernible in terms of low- and high-density housing, single-family homes and condominiums? No field of architectural endeavor has inspired more impassioned argument and speculation than the future of our habitat, and none can be of greater interest for professional or layman. We have sought three pundits to gaze at their crystal balls, and we think that our choice should make for an exceptionally entertaining and informative seminar.

Panelists:

ROBERT CAMPBELL, Architect, Architectural Critic for the Boston Globe.

GERALD McCUE FAIA, Chairman, Department of Architecture, Harvard Graduate School of Design.

PETER BLAKE FAIA, Chairman, Boston Architectural Center.

BEER BASH

5:30 PM — ??

The Beer Bash will be an informal get-together at which some of our most dynamic members will discuss the complex problems facing the architect in today's housing market. After short initial statements, the proceedings will be thrown open to the floor and the brew will flow.

Panelists:

J. TIMOTHY ANDERSON AIA, Principal, Anderson Notter Finegold, Inc.

LOIS CHAMPY, Design and Technical Officer, Massachusetts Housing and Finance Agency

SAMUEL E. MINTZ AIA, Principal, Mintz Associates

JOAN GOODY AIA, Goody, Clancy & Associates

WEDNESDAY, APRIL 4

OPENING OF EXHIBITS

CONTINENTAL BREAKFAST

9:00 AM

PUBLIC POLICY AND THE HOUSING MARKET

9:30 AM — 10:30 AM

Government is increasingly identified as housing's super-client. Whether the need is for the elderly, for lower-income groups, or for other disadvantaged citizens, and whether the funding is federal or local government is likely to play a major role. The purpose of this seminar will be to explore how that role is played. We have been extremely fortunate in securing three panelists whose role in the formulation and administration of public policy in the New England area is unparalleled. We expect that this seminar will prove extremely popular with all practicing architects, and urge all members to arrive early so as to be sure of a seat.

Panelists:

BYRON MATTHEWS, Secretary, Department of Community Affairs.

MARVIN SIFFLINGER, HUD Boston Area Manager.

JOHN ELLER, Executive Director, Massachusetts Housing and Finance Agency.

Edward Logue

WHITHER THE AMERICAN CITY

11:00 AM — 12:30 AM

Few topics have given rise to more debate over the last few years than the 'back to the city' movement. Innumerable conferences have been held throughout the United States to discuss this phenomenon, and cities like San Francisco, Philadelphia, Newburyport and our own Boston have been held up as glowing examples of a national trend. What is really happening to the American city and to our Boston / Cambridge metropolitan area in particular? We are honored to announce that Edward Logue, the man who shaped the Boston Redevelopment Authority and laid the foundation for today's growth, will be coming to HOUSING '79 specifically to discuss this challenging topic with his distinguished fellow-panelists.

Panelists:

EDWARD LOGUE, Director, South Bronx Development.

FRANK KEEFE, former Director, Office of State Planning.

IAN MENZIES, Columnist and Associate Editor of the Boston Globe.

GLASS AND GLAZING FOR THE HOUSING INDUSTRY

2:15 PM — 3:45 PM

At past Architectural Shows, seminars on glazing have been favorites of attending professionals. The window industry has been most competitive in the past few years, with many new and effective products coming on the market, and such items as roof windows, triple-glazed sash, and thermal-break sliders open interesting design possibilities. Skylights, skydomes and other means of achieving creative lighting effects remain practically a trademark of architect-designed housing, and interest in them continues unabated. Once again, panelists will be expected to present their products, and to be prepared to discuss their advantages in terms of cost, thermal efficiency, esthetics and durability.

Panelists:

WENDELL PHILLIPS AIA, Principal, Gillespie, Haring, Phillips Associates

RON ISENSTEIN, President, MASS Glass Corporation

ED CONLON, Architectural Sales Representative, Pella Doors and Windows

PHILIP COLE, President, Duratherm Window Corporation

JOHN HARVEY, Market Development Representative, CY / RO Industries

STEVE HALL, Vice President, DeVAC Inc.

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BAC Library (~~2 copies~~)

WEDNESDAY, APRIL 4

RECYCLED HOUSING

4:15 PM — 5:30 PM

Whether we recycle large mills into housing, or simply rehabilitate older units to make them more efficient and more responsive to our needs, it is clear that increasing utilization of the existing built environment is to be expected. We can no longer harbor illusions of periodic reconstruction on a large scale or of 'urban renewal' in the style of the 60's.

How do developers and investors view this gradual change, and how do they rate its inherent opportunities? Maximilian Ferro, a preservation consultant and architect, will chair a panel of successful local developers and financial consultants to ascertain their feelings and views on the adaptive-reuse market.

Panelists:

MAXIMILIAN L. FERRO AIA, Principal, The Preservation Partnership.

RICHARD BONZ, Principal, Minot, DeBlois and Maddison.

HAROLD BASSER, President, Taylor Woodrow Blitman Construction Corporation.

E. DENIS WALSH, Developer and Consultant; Principal, E. Denis Walsh & Associates.

AWARDS DINNER

5:30 PM Cocktails
7:00 PM Dinner

The Annual Awards Dinner will conclude our two-day conference and exhibit with a presentation of the following awards: the 1979 Boston Export Awards to be given to Huygens and Tappe, Inc. for the design of the Village of Loon Mountain, Loon Mountain, New Hampshire, to Payette Associates, Inc. for Jordan Hospital, Plymouth Massachusetts, and to Anderson Notter Finegold, Inc. for The Mechanics Hall Restoration / Addition, Worcester, Massachusetts; the 1978 Harleston Parker Medal to be awarded to The Architects Collaborative for the design of the Josiah Quincy Community School in Boston. In addition, the BSA Scholarship Award, the Rotch Traveling Scholarship, and certificates to new members will be presented.

A reservation envelope is enclosed for Dinner, at $10.00 per person. Space is limited at this annual sell-out, and you must reply no later than Friday, March 30. No reservations or cancellations will be accepted after that date.

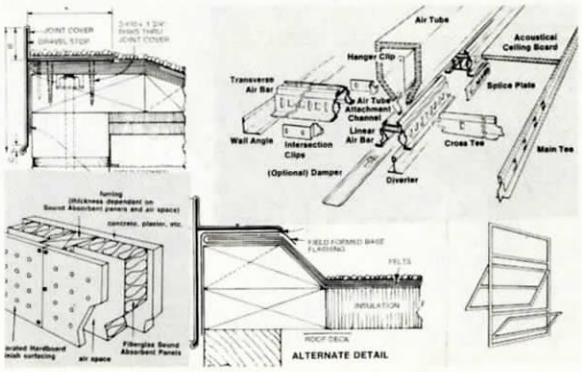
MARKETPLACE

This year we have been able to assemble the widest variety and most professional group of exhibitors ever seen in any show in Boston. Are you fully aware of all the windows available to you? Drafting techniques? Roof construction? Do you know how to specify ALL of the various products available to you? If you have any reservations about any of these questions then you certainly won't want to miss this year's exhibit.

The following is a sample of the products and services which will be displayed: Shelving systems, Acoustical Ceilings, Roof Decks, Interior Landscaping Techniques, Floor Covering Materials, Wall Partitions, Structural Insulating Products, Ceramic Radiant Heating Systems, Stairways, Exterior Wall Systems, Triple-Insulated Windows, Solar Equipment . . .

Also, Lightweight Roofing Membranes, Windows and Doors, Overlay Drafting System, Reproduction Techniques, Model Services, Water Proofing Systems, Wood Products, Replacement Windows, Interior Finishes, Carpeting, Masonry Products, Tile, and numerous other goods and services.

The exhibit has been put together for educational and information purposes. Selling in the exhibit area is not permitted.



EXHIBITORS

HOUSING '79 is made possible by the producers of architectural goods and services being presented in this exhibit. The following are among the companies exhibiting: Architectural Model Associates, American Olean Tile, Bay State Structural, Ben Elfman & Sons, Boston Gas, Beauty Form International, Boston Blueprint, Bunyard Studio, Canam Sales, Charrette Corporation, Claud Bunyard Design, DeVAC, Crown Vent, Ceramic Radiant Heat, Dryvit Systems, Closet Maid Corporation, CY/RO Industries, Formica, Duratherm Windows and York Spiral Stairs, Homosote, Insul-Crete Building Systems, MASS Glass Corporation, Massachusetts and New Hampshire Masonry Institute, Mahoneys Rocky Ledge — Interiors, Miller Blueprint, Monsanto, Microphor, New England Interior Supplies, Pella Doors and Windows, Ramondo Associates, Parkwood New England, Roto International, Rentatool, Sarnafil U.S. Inc., San-Vel, Slater Publications, Solar Thermal Systems, Spaulding Brick, Signs O'Life, Solar Collector Systems, Sunworks, Owens-Corning, and Weather-Reps, Inc.